

New Order

Agency: Sena Kozar Strategies
Office: Washington
Client: 1279 - Hala for Virginia
Product: 1323 - Candidate
Piggyback Product:

Station: WJLA-TV
Order Type: Normal
Cancel Date:
Received in ePort: 10/16/2021 11:49:53 AM

Flight Start: 10/19/2021
Flight End: 10/25/2021
Hiatus:

Estimate: 10519 - Hala for Virginia TV 10/19 - 10/25

Airtime Dollars: \$122,775.00
Interactive Dollars: \$0.00
Non-Airtime Dollars: \$0.00
Total Dollars: \$122,775.00
Total Spots: 113

Primary Demo:

Demo 2:

Demo 3:

GRP: 0.00

CPP: \$0.00

GIMP: 0

CPM: \$0.00

Comments: Separation: 30

Local/National: Local
Rep Office: WJLA-TV
AE: Mark Afshar - Manager
Phone:
OrderID: 11054001
Status: Forwarded

MarketShare:

Daily Airtime Lines

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len								Total Spots				
						10/19	10/20	10/21	10/22	10/23	10/24	10/25		Rtg	CPP	Imp	CPM
1	TuWThFM 5A-6A GOOD MORNING WASHINGTON 5A	RT	\$150.00	C	30	2	2	2	2	0	0	2	10				
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF GOOD-WSH 5.00A Mo-Fr 5:00a-6:00a IN LPNov/2020LS ON WJLA.																	
2	TuWThFM 6A-7A GOOD MORNING WASHINGTON 6A	EM	\$525.00	C	30	2	2	2	2	0	0	2	10				
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF GOOD-WASH 600A Mo-Fr 6:00a-7:00a IN LPNov/2020LS ON WJLA.																	
3	TuWThFM 7A-8A GOOD MORNING AMERICA 7A	EM	\$1,600.00	C	30	1	1	1	1	0	0	1	5				
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF GD MRN AMR-ABC Mo-Fr 7:00a-9:00a IN LPNov/2020LS ON WJLA.																	
4	TuWThFM 8A-9A GOOD MORNING AMERICA 8A	EM	\$1,600.00	C	30	1	1	1	1	0	0	1	5				
4Q21 (sell)																	
5	TuWThFM 9A-10A LIVE W/ KELLY & RYAN	DT	\$400.00	C	30	2	2	2	2	0	0	2	10				

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		Code	Rate			10/19	10/20	10/21	10/22	10/23	10/24	10/25		Rtg	CPP	Imp	CPM
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF LVE-KELLY&RYAN Mo-Fr 9:00a-10:00a IN LPNov/2020LS ON WJLA.																	
6	TuWThFM 10A-11A RACHEL RAY	DT	\$250.00	C	30	2	2	2	2	0	0	2	10				
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF RACHAEL RAY Mo-Fr 10:00a-11:00a IN LPNov/2020LS ON WJLA.																	
7	TuWThFM 11A-12P THE VIEW	DT	\$1,050.00	C	30	1	1	1	1	0	0	1	5				
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF VIEW-ABC Mo-Fr 11:00a-12:00p IN LPNov/2020LS ON WJLA.																	
8	TuWThFM 12P-1P ABC 7 NEWS @ NOON	DT	\$800.00	C	30	1	1	1	1	0	0	1	5				
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF ABC7 NWS AT 12 Mo-Fr 12:00p-1:00p IN LPNov/2020LS ON WJLA.																	
9	TuWThFM 2P-3P GENERAL HOSPITAL	DT	\$525.00	C	30	1	1	1	1	0	0	1	5				
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF GENRL HOSPITAL Mo-Fr 2:00p-3:00p IN LPNov/2020LS ON WJLA.																	
10	TuWThFM 6P-6:30P ABC 7 NEWS @ 6P	EN	\$1,800.00	C	30	1	1	1	1	0	0	1	5				
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF ABC7 NWS AT 6 Mo-Fr 6:00p-6:30p IN LPNov/2020LS ON WJLA.																	
11	TuWThFM 6:57P-7P WOLD NEWS ADJ B	EN	\$3,500.00	C	30	1	1	1	1	0	0	1	5				
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF ABC-WORLD NWS Mo-Fr 6:57p-7:00p IN LPNov/2020LS ON WJLA.																	
12	TuWThFM 7P-7:30P WHEEL OF FORTUNE	PA	\$3,600.00	C	30	1	1	1	1	0	0	1	5				
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF WHEEL-FORTNE Mo-Fr 7:00p-7:30p IN LPNov/2020LS ON WJLA.																	
13	TuWThFM 7:30P-8P JEOPARDY	PA	\$5,200.00	C	30	1	1	1	1	0	0	1	5				
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF JEOPARDY Mo-Fr 7:30p-8:00p IN LPNov/2020LS ON WJLA.																	
14	TuWThFM 11P-11:30P ABC 7 NEWS @ 11P	LN	\$650.00	C	30	1	1	1	1	0	0	1	5				

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Line	Daypart	DPT											Total				
No	(Program)	Code	Rate	C/T	Len	10/19	10/20	10/21	10/22	10/23	10/24	10/25	Spots	Rtg	CPP	Imp	CPM
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF ABC7 NWS AT 11 Mo-Fr 11:00p-11:30p IN LPNov/2020LS ON WJLA.																	
15	TuWThFM 11:35P-12:35A JIMMY KIMMEL	LF	\$400.00	C	30	1	1	1	1	0	0	1	5				
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF J KIMMEL!-ABC Mo-Fr 11:35p-12:35a IN LPNov/2020LS ON WJLA.																	
16	TuWThFM 12:30A-1A NIGHTLINE	LF	\$125.00	C	30	1	1	1	1	0	0	1	5				
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF ABC-NITELINE Mo-Fr 12:30a-1:00a IN LPNov/2020LS ON WJLA.																	
17	Sa 7A-8A GMA-SATURDAY	RT	\$400.00	C	30	0	0	0	0	2	0	0	2				
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF GD MRN-SAT-ABC Sat 7:00a-8:00a IN LPNov/2020LS ON WJLA.																	
18	Sa 8A-9A GMW SAT 8-9A	RT	\$325.00	C	30	0	0	0	0	2	0	0	2				
4Q21 (sell)																	
19	Sa 9A-10A GMA SAT 9-10A	RT	\$400.00	C	30	0	0	0	0	1	0	0	1				
4Q21 (sell)																	
20	Sa 7P-7:30P WHEEL OF FORTUNE- WKND	PA	\$700.00	C	30	0	0	0	0	1	0	0	1				
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF CF SC-2SUS-ABC Sat 7:00p-7:30p IN LPNov/2020LS ON WJLA.																	
21	Sa 7:30P-8P JEOPARDY-WKND	PA	\$900.00	C	30	0	0	0	0	1	0	0	1				
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF SAT-FTBALL-ABC Sat 7:30p-8:00p IN LPNov/2020LS ON WJLA.																	
22	Sa 11P-12A ABC7 NEWS @ 11P SAT/NEWS WEEKL	RT	\$250.00	C	30	0	0	0	0	1	0	0	1				
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF ABC7NEWS11PSA Sat 11:00p-12:00a IN LPNov/2020LS ON WJLA.																	
23	Sa 12A-1A CASTLE	LF	\$50.00	C	30	0	0	0	0	1	0	0	1				
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF AMR-UNTD-STAND Sat 12:00a-1:00a IN LPNov/2020LS ON WJLA.																	

Agency:	Sena Kozar Strategies	Station:	WJLA-TV	Order ID:	11054001
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24	Su 7:30A-8A GOOD MORNING WASHINGTON SUN	RT	\$100.00	C	30	0	0	0	0	0	1	0	1					
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF GOOD MRN WA-SU Sun 7:30a-8:00a IN LPNov/2020LS ON WJLA.																		
25	Su 8A-9A GMA-SUN	RT	\$450.00	C	30	0	0	0	0	0	2	0	2					
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF GD MRN-SUN-ABC Sun 8:00a-9:00a IN LPNov/2020LS ON WJLA.																		
26	Su 6P-7P 6P WEEKEND NEWS	EN	\$525.00	C	30	0	0	0	0	0	1	0	1					
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF ABC NWS-SUN Sun 6:00p-6:30p IN LPNov/2020LS ON WJLA.																		
Total Spots:						20	20	20	20	9	4	20						
Cash\$ - Spots: \$122,775.00 - 113						Trade\$ - Spots: \$0.00 - 0		Total Cost: \$122,775.00		Total GRP - CPP: 0.0 - \$0.00		Total GIMP(000) - CPM: 0 - \$0.00						